



SERVING ORANGE, SEMINOLE, LAKE AND OSCEOLA COUNTIES AND THE CITY OF ORLANDO



## **Metro Orlando Economic Development Commission Activity Report**

**Prepared for:**

**Seminole County  
Board of County Commissioners**

**June 2003**

## **Table of Contents:**

- **Organizational Overview ..... 2**
- **Overview of Function Teams ..... 3, 4**
- **Function Team Activities ..... 5, 6**
- **Organizational Performance Metrics ..... 7**
- **Seminole County Current & Past Projects..... 8, 9**
- **FY03 Business Development Sales, Marketing  
& Outreach Summary.....Appendix A**

## Organizational Overview

Three years after its inception, the Metro Orlando Economic Development Commission (EDC) entered into a significant economic development partnership with Seminole County that has remained strong for 22 years. Much of the success shared by the EDC and the County can be attributed to the leadership's vision and commitment to diversifying the economy. Today, EDC partners – including Seminole County's Economic Development Department, Florida's High Tech Corridor Council and Enterprise Florida – are key members of our approach to regional economic development.

The vision of the EDC is to create and sustain a prosperous and diverse business community. The organization's mission statement has three key phrases:

- **“In concert with our investors and partners”** – The EDC fully recognizes that its success is the result of partnerships with key stakeholders, such as Seminole County.
- **“build a diverse economy capable of withstanding dramatic shifts in the global marketplace”** – Now, more than ever, the region's capability to sustain prosperity in times of distress is critical to sustaining the quality of life of its citizens.
- **“to position Metro Orlando as the world's premier business location.”** – As the EDC continues its business development initiatives, the region will increasingly become the premier location for companies offering high-wage, high-value jobs.

Ray Gilley, EDC president and CEO, leads a staff of 36, including 17 economic development professionals. The organization's business development groups include business recruitment; technology business development; international business development; and film and entertainment production development. While the EDC's main office is located in downtown Orlando, the EDC maintains a Seminole County office, which is headed by Tracy Turk, the EDC's senior director.

The EDC's 2002-2003 budget is approximately \$5 million. Of that, 55 percent comes from the private sector, mostly from corporate investment or “dues.” The remaining 45 percent is derived from the EDC's five public partners; the counties of Seminole, Orange, Lake and Osceola and the City of Orlando. Seminole County provides funding in the amount of \$377,960, which equals 7.5 percent of the EDC's total budget.

There are 62 members of the EDC Board of Directors, including 20 Policy Council Investors. At the Policy Council level, investors have committed to contribute at least \$50,000 to the EDC for four consecutive years. Seminole County is well represented on the Board, beginning with Commissioner Grant Maloy. Other representatives from Seminole County include:

- Dean Kurtz, Sprint
- Rick Joyce, Dixon Ticonderoga Company
- Rodney Gaddy, Progress Energy
- Susan Lawrence, Real Estate Strategies
- Larry Dale, Sanford Airport Authority
- Ann McGee, Seminole Community College
- Paul Hagerty, Seminole County Public Schools (SCPS's newly appointed superintendent, Bill Vogel, will replace Dr. Hagerty on the EDC Board)

## Overview of Function Teams

The Metro Orlando Economic Development Commission plays an important role in diversifying and sustaining the economy of the Metro Orlando region, including Seminole County. The organization's efforts to meet this need are addressed through five cross-functional teams, which are outlined and described below.

**Marketing & Communications:** The role of this team is to heighten awareness of Metro Orlando as an ideal location for business, especially emphasizing the region's benefits to high-tech, high-wage companies. The efforts of this program have centered on the launch of a community brand, *"Putting Imagination to Work,"* and through the implementation of three core strategies: outreach to the local market, outreach to area visitors, and outreach to targeted external markets, clients and business prospects.

Locally, the EDC works to educate and engage local residents in the community branding effort, thus creating business "ambassadors" for Metro Orlando. This effort has been augmented by marketing the region's business aspects to the estimated 40 million annual visitors that travel to Metro Orlando. Extensive signage supporting the campaign has been placed at the Orlando Sanford International Airport, as well as in other key regional gateways. There have also been a variety of marketing and communication efforts put in place that target external decision-makers, influencers and knowledge workers in key industries. A critical component of all of these efforts are our partnerships with various local, regional and state organizations – such as Seminole County and Enterprise Florida - thus maximizing EDC dollars and enhancing communication and cooperation between organizations involved in community development.

**Business Recruitment:** The goal of this team is to promote quality economic growth by focusing on the *attraction, retention and expansion of businesses in high-value industry sectors including: high technology, corporate headquarters, advanced manufacturing, administrative services, life sciences, warehouse and distribution, and other general business sectors.* A variety of studies have shown that the growth of varied industries in a local economy can have a positive impact through capital investment and high-quality job creation. Projects developed by this function team bring capital and jobs from outside the region, thus providing resources for more entrepreneurial efforts.

The EDC's efforts to meet this team's goals include external outreach to site-selection consultants and corporate real-estate executives that generates quality project leads; outreach to the local real-estate, broker community and targeted, existing industries to identify expansion project opportunities; and creation of an efficient, internal lead-response and project management system that integrates the technology business development, international business development, and film and entertainment production development teams' efforts. These efforts are closely aligned with Enterprise Florida, Florida's High Tech Corridor Council, Seminole County Economic Development staff and other partners.

**Technology Industry Development:** Technology companies have consistently been shown to offer *higher average wages than most other industries.* With this in mind, the EDC's Technology Development team focuses on developing the region into a premier location for this important sector. The efforts of this team are focused on facilitating the improvement of the region's climate in support of technology industry growth, principally by refining and implementing recommendations in the *Metro Orlando Technology Strategy*, which was released in September 2000.

While the team's strategies encompass traditional economic development activities, the EDC has expanded its reach into non-traditional areas by partnering with local and regional organizations, such as Seminole Community College, University of Central Florida, Florida High Tech Corridor Council, Enterprise Florida, Central Florida Innovation Corporation, and many others. EDC efforts recognize that support for entrepreneurship activities and creation of companies is the strategy that will best position our community for the future. In addition to general technology community development, efforts focus on established and emerging sectors including: photonics, modeling and simulation, digital media and bio-medical technology. These and other focus areas have been identified by the *Metro Orlando Technology Strategy*. Working groups, managed by the EDC through the Central Florida Technology Partnership program, help address each of these areas.

**Film & Entertainment Production Development:** The role of this team is to generate high-wage, high-value jobs and the infusion of capital into our local economy. The team works to market Metro Orlando as a premier location to create and produce traditional film, episodic television, indigenous (independent) film, and commercials, as well as a hub for the emerging digital media formats. The EDC has also been involved in encouraging the establishment and expansion of facility investments by networks and entertainment businesses.

Specific strategies of the team include external marketing that highlights Metro Orlando's film and entertainment production infrastructure and diverse locations. These efforts are targeted at studios, networks, production companies and advertising agencies. The team also provides on-going support of production activity through one-stop permitting, community awareness and industry outreach. EDC strategies include encouraging the continued development of the film industry through positioning of the region as a cost-effective production center, thereby off-setting international incentives currently offered by other countries.

Metro Orlando is also in the unique position of having both strong technology and entertainment industries – leading to the development of a new industry referred to as digital or dynamic media. Our film and entertainment production development team has been actively involved in facilitating the many initiatives that are growing under the digital media umbrella.

**International Business Development:** Amidst increasing competition from other regions, Metro Orlando must continue its efforts to build its reputation as a global business leader. The EDC's International Business Development team is responsible for encouraging this international business growth in Metro Orlando. Specifically, the EDC promotes trade and investment opportunities, encourages the region's international relations, and provides resources for local companies entering the international marketplace. The EDC also manages the Metro Orlando International Affairs Commission (MOIAC), a community-wide effort to bring together a variety of local organizations working to promote the region's international business activities. MOIAC is chaired by Rick Joyce, CEO of Seminole-based Dixon Ticonderoga. Commissioner Randy Morris is also an active MOIAC advisory board participant.

Specific strategies of the EDC's international team include establishing and promoting a strategic trade and reverse-investment marketing program; raising the profile of Metro Orlando as a viable location for international business; assisting local manufacturers who want to enter and / or expand in overseas markets; enhancing internationalization of the region; and unifying community efforts in the global marketplace. This team facilitates the continued globalization of Orlando's business community; a key element in our economic diversification.

**Results:** All total, in the past year, the EDC worked with corporate expansions and relocations that directly resulted in the announcement of 2,669 new and saved jobs and \$359 million in new capital investment. In addition, our international efforts resulted in the generation of \$19.6 million in export sales and our Film Commission announced \$616 million in direct production expenditures region-wide. The EDC also assisted local companies in securing \$98 million in Industrial Revenue Bonds and other financing.

## Function Team Activities

The business of economic development is no longer "command and control," but rather, "partner, partner, partner." Under the new, emerging model of economic development it is less important to determine who gets "credit," and most important to know that the pieces of the community puzzle are in place to nurture development. The list of programs and projects below is not an attempt to claim credit for any one single item, but to demonstrate that the EDC is working openly and behind-the-scenes to build the coalitions and services that are required for success. Each of these activities drives towards our ultimate goal: the attraction, retention and creation of high-value companies that create good jobs and enhance the prosperity of the Metro Orlando region.

### Marketing & Communications:

- Regional branding initiative – "Putting Imagination to Work"
- Ongoing coordination of local community awareness campaign that integrated banners with direct mail to increase awareness of the region's technology and corporate assets
- Ongoing coordination of visitor outreach campaign that leverages gateway marketing opportunities and participation with targeted corporate and technology meeting groups
- Ongoing coordination of targeted external marketing campaign that integrates national advertising with direct mail, public relations initiatives and business development outreach. Development of new "tech head" ad series to support campaign
- Coordination of Simulation & Training media fam visit
- Participation in EFI's Team Florida image campaign and economic development trade campaign
- Coordination of Florida High Tech Corridor participation in Team Florida image campaign
- External PR initiative to major business and technology publications
- Partner with organizations such as Bright House Networks, Orlando Sanford International Airport, Orange County Convention Center, Orlando International Airport, Leesburg Regional Airport, Showalter Field and LYNX to market region's business aspects to estimated 40 million visitors
- Development and maintenance of [www.OrlandoEDC.com](http://www.OrlandoEDC.com), a critical information resource about the community for companies and individuals interested in information about the region's business assets
- Compilation of information specific to established and emerging targeted industry sectors

### Business Recruitment & Project Development:

- Site Selection Consultant and Corporate Real Estate outreach
  - Bay Hill Classic fam tour
  - CoreNet Global advertising and participation
  - Dedicated site selection toolkit on website
  - Consultant Showcase event in partnership with Enterprise Florida in Atlanta, New York and Chicago
- Participation with partners in targeted sector trade shows and conferences
- One-stop project management – brokering information and relationships to potential investors
- Participation in NAIOP, CoreNet, CREW, FEDC, SEDC, IEDC and other organizations
- Co-location with Manufacturers Association of Central Florida

### Technology Industry Development:

- Participation with partners in targeted sector trade shows and conferences
- Participation with local sector specific industry associations – National Center for Simulation, Photonics Cluster, Digital Media Alliance Florida, Society for Information Managers
- Ongoing assessment of angel investor community
- Facilitating the launch of a the Southeast's only seed / early-stage fund formed in 2002 – called the *Inflexion Fund*

- Establishment of Venture Capital Roadshow series
- Facilitating convergence of entertainment and technology sectors through development of community-based programs using technology from both sectors
- Management of Central Florida Technology Partnership and Florida High Tech Corridor Marketing Committee
- Through CFTP, monitoring implementation of the *Metro Orlando Technology Strategy*
- Assisted with the formation of the National Entrepreneur Center
- Marketing resources offered by the Space Alliance Technology Outreach Program (SATOP) to local companies. Recent beneficiaries of the program include Sanford-based *Smart Biometrics*
- Formed a working group of telecommunication representatives to take and aggregate inventory of the local infrastructure.
- Developed an electronic newsletter and website to bridge technology community members, anticipated launch mid-April
- Scheduled a half-day technology conference for the end of June
- Working closely with UCF to secure a \$10 million grant used to establish a Photonics Center of Excellence research facility, and working with UCF's MS&T proposal, which was not selected

### **Film, Entertainment & Digital Media:**

- Recruitment of projects to be filmed in the region using local talent and facilities
- Participation with local and state partners to improve business climate for local production
- Management on behalf of funding partners of the PricewaterhouseCoopers Digital Media study.
- Facilitation with community partners on implementation of many of the PwC Digital Media recommendations
- Facilitated convergence of Entertainment and Technology sectors through development of community-based programs using technology from both sectors (accomplished via cross functional cooperation with Technology Team)
- Management of film permits – implement uni-permit (one permit form to be used by all four counties and the cities within those counties)
- Worked closely with UCF to gain support for the Dynamic Media Initiative being created
- Working with private industry to create distribution and financing infrastructure
- Oversight of annual Film & Entertainment Production Activity Survey

### **International Business Development:**

- Co-hosting an Export Roadshow in Seminole County, with MACF and WTC-Orlando, that provided local manufacturers with an opportunity to learn how to increase business by exporting overseas
- Developing a medical technology export assistance program
- Direct marketing to Consular and Trade Representatives in Miami and Washington D.C.
- Management of Metro Orlando participation in Team Florida trade missions
- Management of recent Metro Orlando International Affairs Commission reorganization
- Development of Foreign Direct Investment projects into region with emphasis on entrepreneurial projects launched from overseas
- One-on-one export counseling to area companies and introductions to potential overseas agents and distributors
- Management of in-bound buying missions from overseas
- Co-location with Enterprise Florida reverse investment program

**Organizational Performance Metrics  
October 1, 2003 to May 31, 2003**

With eight months of the fiscal year completed, the following performance metrics have been reported:

<b>BUSINESS DEVELOPMENT METRICS</b>	
Number of Inquiries Received	410
Number of Visits From Out-of-Region Clients	23
Number of New Active Projects Generated	78
Number of Projects Established (Successfully Completed Since Oct. 1, 2002)	14
Total Jobs Announced and Saved	2,557
Total Capital Investment	\$167,296,000
Total Square Footage Leased or Purchased	1,818,952
Number of Film Projects that Scouted the Region	153
Number of Projects Permitted Through the EDC's Film Office	86
Number of Companies Counseled for Exporting	49
Number of Export Dollars Generated by Companies Assisted by the EDC	\$30,085,000
<b>FINANCIAL METRICS</b>	
Private-Sector Investor Contributions Received	\$1,506,801
Public-Sector Contributions Received	\$1,312,393
Additional Revenue Received	\$150,002
Total Revenue Received	\$2,969,196
Total Expenses	\$2,709,253
Excess Revenue Over Expenses	\$259,943



## Seminole County Current & Past Projects

1. For the current fiscal year the EDC has completed 14 projects, seven of which were located in Seminole County.

COMPANY NAME	NEW/SAVED JOBS	CAPITAL INVESTMENT	SQUARE FOOTAGE
Test Equipment Connection	45	\$2,500,000	30,000
Blue Bell Ice Cream	35	\$1,500,000	15,000
Spartan Staffing	3	\$52,250	1,050
Southeastern Radiation Products	9	\$1,000,000	0
Superchips	74	\$1,800,000	28,750
TI Automotive	173	\$5,500,000	60,000
Metal Essence	50	\$3,900,000	34,500
Total	389	\$16,252,250	169,300

2. In FY 2001-2002, which ended September 30, 2002, the EDC completed 42 projects, 11 of which were located in Seminole County.

COMPANY NAME	NEW/SAVED JOBS	CAPITAL INVESTMENT	SQUARE FOOTAGE
StarPort	22	\$4,200,000	45,000
Volaris Online	140	\$6,200,000	30,000
Smart Biometrics	35	\$3,500,000	35,000
Crystal Photonics, Inc. (Phase 3)	100	\$100,000,000	97,000
Energy Planning Associates Corp.	30	\$2,500,000	19,000
Father's Table, Inc.	50	\$6,700,000	118,000
Florida Business Interiors	10	\$3,200,000	48,000
Florida Stainless Fabricators, Inc.	20	\$6,000,000	102,000
Cingular Wireless	24	\$5,000,000	0
B2B Brand Group (previously T.Shipley)	94	\$1,000,000	50,000
CPH Engineers, Inc.	10	\$1,600,000	5,000
Total	535	\$139,900,000	549,000

3. In FY 2000-2001, which ended September 30, 2001, the EDC completed 42 projects, 12 of which were located in Seminole County.

COMPANY NAME	NEW/SAVED JOBS	CAPITAL INVESTMENT	SQUARE FOOTAGE
EDX Electronics	60	\$2,000,000	20,000
BarrierMed	40	\$1,500,000	40,000
FiServ CBS Worldwide	1400	\$50,000,000	75,000
Institute of Internal Auditors	6	\$5,000,000	36,000
Team Information Services, Inc.	150	\$220,000	3,000
Horizon Behavioral Services	30	\$4,000,000	24,364
Mitsubishi Heavy Industries Headquarters	116	\$4,000,000	60,000
PublixDirect	350	\$17,800,000	121,000
BNY Investment Management Services LLC	330	\$9,000,000	52,000
Unicell Paper Corporation	70	\$30,000,000	79,000
Danka Office Imaging	10	\$1,000,000	8,200
Father's Table, Inc	85	\$5,000,000	80,000
Total	2,647	\$129,520,000	598,564

4. Another attractive generator of wealth for the region is the film and television industry. An important function of the EDC is to serve as the regional "film commission." The impact of this industry was shown in the findings of a recent study, which was commissioned by the EDC. Called the "2002 Film & Entertainment Production Activity Survey," the study reports that the region's film and entertainment industry supports more than 2,500 direct employees and generates more than \$580 million in combined sales revenue annually.

RECENT SEMINOLE COUNTY PROJECTS			
DATE	PROJECT TITLE	TYPE OF PRODUCTION	LOCATION USED
April '03	Juvenile/Geriatric Depression	Commercial	Sanford
March '03	The Soccer Academy	TV Pilot	Sports Complex at Lake Sylvan
February '03	Trading Spaces	TV Series	Winter Springs
January '03	Progress Energy	Commercial	Sanford

# BUSINESS DEVELOPMENT

## EVENTS PLAN 2002-2003

FY03 Business Development Sales, Marketing & Outreach Summary							
Date		Event	Location	Sector	Budget	Partner	Staff
10-Oct-02		Central Florida Technology Incubator Boot Camp	Orlando, FL	Tech General		Incubator	KS
28-Oct-02	31-Oct-02	EDC Sales Mission	New York	Film & Entertainment	2,500.00	Film Florida	SA
4-Nov-02	7-Nov-02	Association Annual Dinner & Forecast	San Jose, CA	Microelectronics	5,000.00	HTCC, EFI	JK
8-Nov-02	16-Nov-02	Orange County Mission	Madrid / Barcelona, Spain	Tech General	20,000.00	Orange County	CG
13-Nov-02	15-Nov-02	National Business Incubation Association	San Diego, CA	Tech General	1,500.00		KS
17-Nov-02	20-Nov-02	CoreNet Global Conference	San Diego, CA	Consultants and Corporate Real Estate Officials	4,500.00	EFI/FBDF	CS/JK
2-Dec-02	3-Dec-02	Interservice/Industry Training, Simulation and Education Conference (I/ITSEC)	Orlando, FL	Modeling & Simulation	5,000.00	HTCC, UCF, NCS	JK
15-Jan-03	17-Jan-03	Florida Venture Forum	Orlando, FL	Tech General	800.00	CFIC	KS
18-Jan-03	23-Jan-03	Sundance	Park City, UT	Film & Entertainment	7,000.00		SA
22-Jan-03	24-Jan-03	Austin Economic Update	Austin, TX	Tech General	1,750.00	UCF	JF/RK
25-Jan-03	31-Jan-03	Photonics West	San Jose, CA	Photonics	3,500.00	HTCC	KS
2-Feb-03	6-Feb-03	EDC Sales Mission	Washington D.C.	International/HT	3,500.00		CG/JF/GL
3-Feb-03	11-Feb-03	EDC Sales Mission	Los Angeles, CA	Tech General	1,900.00	EFI/PE	KS
6-Feb-03	9-Feb-03	CoreNet Leadership Conference	Orlando, FL	Consultants and Corporate Real Estate Officials	7,500.00		CS/JK
16-Feb-03	21-Feb-03	Governor's Mission	Madrid / Barcelona, Spain	Trade/FDI/Tech General	10,000.00	EFI	CG
17-Feb-03	18-Feb-03	Legislative Reception	Tallahassee, FL	Film & Entertainment	2,000.00	Film Florida	SA/JP
24-Feb-03	27-Feb-03	American Film Market	Santa Monica, CA	Film & Entertainment	5,000.00	Film Florida	JP
3-Mar-03	6-Mar-03	National Manufacturing Week	Chicago, IL	General Manufacturing	2,250.00	EFI	PW
7-Mar-03	16-Mar-03	Florida Film Festival	Orlando, FL	Film & Entertainment	7,000.00	Enzian	JP/SA
20-Mar-03	23-Mar-03	Bay Hill Invitational	Orlando, FL	Consultants and Corporate Real Estate Officials	20,000.00	Progress Energy	Bus Dev

# BUSINESS DEVELOPMENT EVENTS PLAN 2002-2003

Date		Event	Location	Sector	Budget	Partner	Staff
24-Mar-03	28-Mar-03	Optical Fiber & Communication Conference	Atlanta, GA	Photonics	3,500.00	FPC/UCF	KS
25-Mar-03	26-Mar-03	Chicago Consultant Showcase	Chicago, IL	Consultant	1,600.00	EFI	TGT
25-Mar-03	28-Mar-03	Digital Media Summit	Los Angeles, CA	Digital Media	2,500.00		SA
30-Mar-03	1-Apr-03	CARICOM Inbound Mission	Orlando, FL	International Business Development	500.00		CG / SB / GL
1-Apr-03	4-Apr-03	Consultant's Round Table	Vail, CO	Consultants	1,450.00		JK
11-Apr-03	13-Apr-03	Association of Film Commissioners Int'l / Locations Expo	Santa Monica, CA	Film & Entertainment	5,000.00	Film Florida	JP/SA
21-Apr-03	24-Apr-03	Society of Photo-Optical Instrumentation Engineers/Aerosense	Orlando, FL	Photonics	100.00	FPC/UCF	JF / KS
25-Apr-03		Industrial Affiliates Day	Orlando, FL	Photonics	0.00	UCF School of Optics	KS
30-Apr-03	1-May-03	Spain Inbound Mission	Orlando, FL	Int'l Business Development	500.00	EFI/Spain Trade Office Miami	CG / SB / GL
1-May-03	2-May-03	Film Florida	Cocoa Beach, FL	Film & Entertainment			SA / JP
5-May-03		Financial Executives Summit	Orlando, FL	CFO's	0.00	City of Orlando	CS / JK
27-May-03		Homeland Security / Defense Business Forum	Orlando, FL	Defense Simulation	25.00	EFI	KS/CS
3-Jun-03	4-Jun-03	Medical Design & Manufacturing	New York, NY	Medical Technology	3,000.00	EFI	PW
12-Jun-03	13-Jun-03	Commerical Real Estate Women	San Antonio, TX	Corporate Real Estate	150.00	CREW Chapter	TGT
17-Jun-03	20-Jun-03	SIL	Barcelona, Spain	Int'l Business Development	4,500.00	EFI	CG
17-Jun-03	19-Jun-03	EFI NY Consultant Showcase	New York, NY	Consultants and Corporate Real Estate Officials	2,250.00	EFI	JK
17-Jun-03		Expo RoadShow	Lake Mary, FL	Int'l Business Development			GL/SM/CG
22-Jun-03	25-Jun-03	Bio 2003	Washington, DC	Biotechnology	2,500.00	EFI	JF / PW

# BUSINESS DEVELOPMENT

## EVENTS PLAN 2002-2003

Date	Event	Location	Sector	Budget	Partner	Staff
23-Jun-03	30-Jun-03	EDC Sales Mission	Boston, MA	Photonics +	1,750.00	KS
23-Jun-03	26-Jun-03	EDC Sales Mission	Los Angeles, CA	Film & Entertainment	4,000.00	UCF
22-Jul-03	24-Jul-03	EFI Atlanta Consultant Showcase	Atlanta, GA	Consultants and Corporate Real Estate Officials	1,750.00	EFI
27-Jul-03	1-Aug-03	Siggraph	San Diego, CA	Digital Media	7,000.00	FHTCC
Summer (TBD)		EDC Sales & Marketing Mission	New York, NY	Consultants +	4,000.00	CG/SB/GL
18-Aug-03	22-Aug-03	Brazilian InBound Mission	Orlando, FL	Healthcare / Bio-Medical	800.00	EFI
22-Sep-03	25-Sep-03	Global NanoTech	Lake George, NY	HT	5,000.00	JF
14-Oct-03	17-Oct-03	EDC Sales Mission	Washington DC Northern VA	HT General, VIPs	1,500.00	OCCVB
Fall (TBD)		Sales Trip	AZ/NM	Photonics +	5,500.00	KS
				<b>169,575.00</b>		

Staff Key		Partner Key	
CG	Carmenza Gonzalez	CFIC	Central Florida Innovation Corporation
CS	Charlie Sloan	EFI	Enterprise Florida, Inc.
GL	Gloria LeQuang-Wong	FBDF	Florida Business Development Fund
JF	John Fremstad	FPC	Florida Photonics Cluster
JK	John Krug	HTCC	High Technology Corridor Council
JP	Jennifer Pennypacker	NCS	National Center for Simulation
KS	Kate Saunders	PE	Progress Energy
PW	Paty Wright		
RK	Rosellen Kraus		
SA	Suzy Allen		
SB	Sharon Benoit		
SM	Sharon McNeely		
TGT	Tracy Grygiel Turk		